



## **MFOA SPONSORSHIP OPPORTUNITIES 2021** *Partnering for Success*



**YOUR  
LOGO  
HERE**



- + Position yourself as a leading solutions provider**
- + Engage and influence key decision makers**
- + Build new connections & develop existing relationships**



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## Why Sponsor MFOA?

The Municipal Finance Officers' Association (MFOA) is a not-for-profit association which represents the interests of thousands of municipal finance officers across Ontario. With decades of policy and education experience, the association is at the heart of the finance sector for local government.

### Facts & Figures:

- MFOA has regular access to 392 out of 444 municipalities as members (the municipality is the member)
- MFOA communicates regularly to over 6,000 contacts pertaining to the municipal finance sector
- Our members control over \$44 billion in operating expenses and over \$235 billion in tangible capital assets (ie: infrastructure)
- Our members service over 13 million customers and operate in multiple business lines

### Benefits of Corporate Sponsorship:

Corporate Sponsorship offers you an opportunity to build lasting relationships with our members and stakeholders throughout the year. MFOA brings together thought leaders and key decision makers in all areas of municipal finance to discuss current issues, deliberate on solutions and share best practices. Be part of our specialized community!

### MFOA is committed to providing you:

- Year-round exposure and access to key decision makers in municipal finance via monthly e-newsletters, email blasts and website
- Strong market positioning with thought leaders in the municipal finance sector
- Targeted training opportunities for your company
- Direct contact and access to over 400 key decision makers at our annual conference
- Recognition as an official supporter of MFOA, an organization that is committed to promoting excellence in Local Government finance

### Customized Sponsorship:

MFOA also provides the option to develop sponsorship and exhibiting plans for specific needs. Please call us to discuss these opportunities further. Contact Krista Klesch at 416-362-9001 x231 or by email: [krista@mfoa.on.ca](mailto:krista@mfoa.on.ca)



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## Sponsorship À-La-Carte Options

### WEBINAR SPONSOR - Contributions of \$3,000 +

**Webinar sponsorship** is an excellent option for promoting a new product or business initiative and showcasing its relevance and benefits to the municipal finance sector. Webinar sponsors will receive recognition and exposure on MFOA's website and on all related marketing communications.

#### Webinar Sponsorship - Promotion & Exposure:

- Opportunity to deliver a one-hour webinar at no charge to our members (topic/content subject to MFOA's approval)
- MFOA will promote webinar via MFOA website, monthly e-newsletter and email blasts
- MFOA will manage registration process and member services
- MFOA provide you with the roster of municipalities registered for webinar as you create the content
- Opportunity to form polls and evaluation questions to gain insights & feedback

### ADVERTISING SPONSOR - Reach Your Audience Directly

**Advertising sponsorship** is an excellent option to reach your audience and connect your business with the key decision makers in the municipal finance sector providing exposure directly on the MFOA website, monthly e-newsletter and email blasts. If you are interested in learning more about how to feature your company please call our publishing partner, MultiView at **972-402-7023**.

#### Advertising Sponsorship - Promotion & Exposure

- Opportunity to showcase your company's products and services on MFOA's website and/or e-newsletter & email blasts
- E-newsletter provides monthly exposure to over 4,000 contacts, email blasts provide monthly exposure to over 6,000 contacts
- Advertisement will be located in a highly visible location (above the fold) on the website and/or e-newsletter and email blasts



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## Corporate Sponsorship Levels (see details of inclusions on the next page)

### **PARTNER SPONSOR - Contributions of \$8,000 +**

Partner sponsors are recognized as valued supporters of MFOA and leaders in the municipal finance sector. This level of sponsorship offers maximum promotion and exposure to MFOA's training programs, marketing and annual conference.

### **CORPORATE SPONSOR - Contributions of \$6,000**

Corporate sponsors receive excellent recognition and exposure through MFOA's marketing campaigns. This option is ideal for solidifying relationships and showing your support of the municipal finance sector throughout the year.

### **SUPPORTING SPONSOR - Contributions of \$4,000**

Supporting sponsors receive recognition and exposure on MFOA's website, online marketing materials and all pre-conference promotions. This is a great way to connect with the municipal finance sector.

### **PARTICIPATING SPONSOR - Contributions of \$2,000**

Participating sponsors receive exposure on MFOA's website and e-newsletters throughout the year and on all onsite marketing materials at the annual conference.

Please see the next page for the list of inclusions for each level of sponsorship.

## Corporate Sponsorship Levels- Continued

### Promotion & Exposure Throughout the Year Include:

Item Description	Partner \$8,000	Corporate \$6,000	Supporting \$4,000	Participating \$2,000
One 'Sponsor Showcase' webinar <u>OR</u> Annual Conference concurrent session on a current finance topic/issue agreed with MFOA (subject to program)	★			
One "Feature Article" opportunity in our exclusive member e-newsletter to over 4,000 contacts	★			
Corporate Membership(s) giving you exclusive member access to MFOA's member website, virtual library and monthly e-newsletters, AND member rates for training sessions and Annual Conference delegates	★ x 4	★ x 2	★ x 1	
Run-of-site company logo and listed as a sponsor on the MFOA website with a direct link to your website	★	★	★	★
A brief description/information of your organization located on the MFOA Sponsor page	★	★	★	★
Listed as a supporting sponsor in every MFOA webinar, monthly e-newsletter and email blasts	★	★	★	★

### PLUS Annual Promotion and Exposure at the Annual Conference Include:

**\*Note:** Ensuring the safety of our Staff, Board Members, Association Members, Sponsors, and Other Partners is the foremost priority of MFOA. This priority is guiding our decision-making process as we respond to the COVID-19 pandemic. Should it be deemed that it is safe to hold an in-person conference, below outlines the inclusions. If we decide to hold a virtual conference, we will discuss custom online exposure opportunities with each sponsor.

Item Description	Partner	Corporate	Supporting	Participating
ONE complimentary exhibit booth in premium location <u>OR</u> TWO complimentary delegate registrations for the conference and gala dinner	★			
Opportunity to reserve a luncheon table for you and your guests	★			
Complimentary delegate registration including gala dinner	★ x 2 Included with option selected	★ x 1		
Two complimentary tickets to the gala dinner only at the annual conference in September			★	
A custom email to promote your sponsorship of the conference to over 4,000 contacts	★	★	★	
Listed in the annual conference program as a supporting sponsor	★	★	★	★
Recognition by the conference Chair during the conference	★	★	★	★
Opportunity to include corporate promotional material in the virtual delegate kits to over 400 delegates	★	★	★	★
Opportunity to contribute a member prize	★	★	★	★

# Terms and Conditions:

MFOA's Corporate Sponsorship is valid for one year from the date of signing this agreement. Any additional services outside of this plan will be treated as custom and be charged appropriately.

Name:	
Title:	
Company:	
Telephone:	Email:
Key Contact:	Signature:

\*Note: Sponsorship agreement is deemed to be effective upon receipt of full payment.

**Select the A-La-Carte Sponsorship:** (If interested, please check one)

- Webinar Sponsor \$3,000       Advertising Sponsor \$TBD

**Select the Corporate Sponsorship Plan:** (Please check one)

- Partner \$8,000       Supporting \$4,000  
 Corporate \$6,000       Participating \$2,000

**If selecting a Corporate Sponsorship Plan please provide the following information:**

**Partner:** provide four names, email addresses and titles for MFOA 1-year membership to access our full website, virtual library and monthly e-newsletter.

\_\_\_\_\_

\_\_\_\_\_

*Please select one of the following options:*

- one complimentary exhibit booth in premium location *OR*  
 two complimentary registrations for the conference and gala dinner

**Corporate:** provide two names, email addresses and titles for MFOA 1-year membership to access our full website, virtual library and monthly e-newsletter

\_\_\_\_\_

**Supporting:** provide one name, email address and title for MFOA 1-year membership to access our full website, virtual library and monthly e-newsletter

\_\_\_\_\_

**For all Sponsorship levels:** provide a high-resolution logo in pdf and eps, as well as a brief company description.

**Method of Payment:**

- Please send invoice  
 Cheque Enclosed (payable to The Municipal Finance Officers' Association of Ontario)

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Questions? Please contact Krista Klesch, Manager of Training and Education at 416-362-9001 x231 or by email at [krista@mfoa.on.ca](mailto:krista@mfoa.on.ca)